

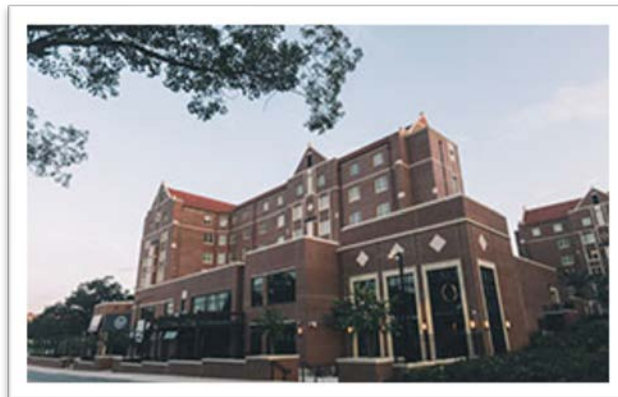


Welcome to the Transformative Consumer Research Conference 2019

Program Overview and Conference Guide (05/13/2019)

Arrival at Tallahassee Airport

- Arrival and transportation
 - The Tallahassee airport is about 10-15 minutes from Florida State University (and the Azalea Residence Hall). <http://www.talgov.com/airport/airport.aspx>
 - We informed the airport and taxi company about our conference and corresponding airport arrivals. Although they cannot guarantee that a cab is available when you arrive, their drivers are familiar with flight schedules and tend to wait for passengers of the last flights each day.
 - Uber or Lyft are other options for your transportation to FSU's campus (or to your hotel).
 - If you want to schedule a 'personal' pick up, here are two car services (we have not used them personally, but FSU has). Please make your reservation 3-4 days in advance (please note that you need to provide credit card information to schedule a pick-up).
 - Mike's Limousine and Charter Buses, (850) 224-5466; <http://limomike.com/> You can e-mail ted@limomike.com to make reservations (please reference that you are attending a conference FSU so that the company understands it is a valid reservation).
 - Classic Limo & Sedan Service, (850) 421-1933, <https://www.classic-limos.com/>
- Dormitory (Azalea Residence Hall):
 - Unless you booked a hotel, TCR guests will stay in the Azalea Residence Hall (824 W Jefferson Street, Tallahassee). <https://housing.fsu.edu/current-residents/residence-halls#/azalea>



- When you arrive at Azalea Hall by taxi/Uber please ask to be dropped off at the intersection of Jefferson St and Lorene St. There, you will see a Bus Parking area and a red Emergency Phone pole. You should also see TCR signs that guide you to registration (there are a few stairs you will go up to Azalea Residence Hall); registration and check-in is located in the lobby of Azalea Hall.
- We have asked Azalea Hall to plan for late arrivals and check-ins (e.g., Saturday night), but please be prepared for a few extra minutes to process late-night check-ins. If you stay in a hotel, please consider notifying your hotel accordingly if you anticipate a late arrival.

Saturday, May 18, 2019

- **Saturday Early Check-in starts at 3 pm at Azalea Residence Hall**, 824 West Jefferson Street, Tallahassee <https://housing.fsu.edu/future-residents/residence-halls#/azalea>.
As a courtesy to the TCR conference, the Azalea Hall has generously agreed to open one day early on Saturday, starting at 3 p.m. (for those who reserved this option in advance). If you are planning to arrive before 3 p.m. on Saturday, please note that Azalea Hall will not have any staff present. Their staff will not be available to check people in until 3 p.m. on Saturday.
- **Things to do in Tallahassee before the conference begins.** For those arriving on Saturday before the conference starts, we have provided some options on the last page of this document. It provides some local restaurants and things to do in Tallahassee before the conference starts.

Sunday, May 19, 2019

- **Check-in at Azalea Residence Hall**, 824 West Jefferson Street, Tallahassee (please see page 1)
- **2 – 5 pm: Pre-Conference Workshop with Madhu Viswanathan: “Looping Through Transformative Research, Education, and Societal Impact: An Immersive, Interactive Workshop”.**
 - The workshop will take place in the William Johnston Building (WJB), Room 2004 (see below).



- You can come to this building directly, but we will meet as a group in the lobby of Azalea Residence Hall at 1:45 pm, and a guide will lead you to the building.

- **6 – 9 pm: Welcome Reception in FSU’s Doak Campbell Stadium (i.e., the FSU Football Stadium).**
The reception will take place on the **Southwest Terrace, on the 6th floor.**

- Shuttle buses to the reception will depart directly outside Azalea Residence Hall (824 W. Jefferson Street) at 5:45 pm.
- If you are staying at a hotel and you want to take an Uber, the address for the Welcome Reception is 403 Stadium Dr, Tallahassee, 32304. Please ask to be dropped off at the main entrance: at the ‘Unconquered Statue’; from there, please follow the TCR signs.



- Hotel guests: please note that you can register for the conference (and receive all conference materials) at the Welcome Reception.
- The reception will feature non-alcoholic beverages, wine & beer and multiple food stations (e.g., Sushi rolls, Pork loin and Virginia Ham stations, Asian Stir fry station, salad bar).
- Presentation of Your Research: The slides submitted by your team will be displayed on several TV monitors around the reception, as a virtual poster session. We hope this will generate lively discussion and valuable feedback about your ideas as you embark on your working sessions.
- We will take some pictures at the reception, but please feel free to share your pictures of the conference → **#TCR2019**

Monday, May 20, 2019

- **7 – 8 am: Breakfast Buffet in Suwannee Dining Room**

- Breakfast will be offered in FSU’s Suwannee Dining Room. You can go to breakfast on your own, but we will meet as a group in the lobby of Azalea Residence Hall at 6:50 am and guide you to the dining room (5-7 minute walk).
- Please note that your TCR conference lanyard will be your ‘entry pass’ for all breakfasts and lunches – that is: **please always wear your TCR lanyard!**

- **8:30 am – 12: Teams work on their research in Residence Halls (individual team rooms arranged)**
 - The corresponding team-room-assignments are posted on the TCR website and you will also receive the list of rooms as part of your conference materials.
 - We will use four buildings: Azalea Hall, Dorman Hall, Magnolia Hall, and Deviney Hall. These buildings are all next to each other (i.e., directly next to Azalea Residence Hall!)
 - Every room will have large (sticky) easel sheets and multiple markers; most rooms also have a dry erase board. Most rooms are study areas that have tables and chairs but they are not class rooms; accordingly, please note that your work rooms will not have projectors.
 - You will have access to FSU Wifi (through guest access); you will receive the log-in instructions as part of your conference materials.
- **12 – 1 pm: Lunch Buffet in Suwannee Dining Room**
- **1:15 – 2:15 pm: Interactive Discussion Forum with the *TCR Strategic Planning Subcommittee on the Future of TCR (Brennan Davis, Ron Hill, David Mick, Laura Peracchio, & Beth Vallen)*:** This session will take place in the William Johnston Building (WJB), Room 2004. You can go to this building on your own, but we will also guide you to it after lunch in the Suwannee Dining Room (we will leave lunch at 1 pm).
- **2:30 – 5:00 pm: Teams work on their research in Residence Halls**
- **5:00 – 5:30 pm: Personal Downtime (if desired)**
- **5:30 pm: Evening Reception & Dinner at Mission San Luis**
 - Shuttle buses to Mission San Luis depart outside Azalea Residence Hall at 5:30 pm.
 - If you are staying at a hotel and you want to take an Uber, the address for Mission San Luis is 2100 W Tennessee St, Tallahassee, FL 32304. Of course, you are welcome to take the shuttle from Azalea Residence Hall.
 - The pre-dinner reception will feature wine & beer and Hors d'oeuvres.
 - Dinner starts at 6:45 pm
 - After dinner: TCR 2019 Dance Party 🕺
 - Buses will shuttle guests back to Azalea Hall; the last bus leaves Mission San Luis at 11 pm.

Tuesday, May 21, 2019

- **7 – 8 am: Breakfast Buffet in Suwannee Dining Room**
- **8:30 – 11:30 am: Teams work on their research in Residence Halls**
- **11:45 am – 1:45 pm: Lunch Buffet in FSU's Doak Campbell Stadium (i.e., the FSU Football Stadium);** lunch will be served in the Champions Club West, on the 4th floor.
 - Shuttle buses to the stadium depart outside Azalea Residence Hall at 11:45 am.
 - 12:00: Lunch buffet

- 1:15: Farewell
- 1:45: Shuttles take guests who leave on Tuesday back to Azalea Hall. Note: we arranged a late check-out by 3 pm!
- **1:45 – 6:30 pm: TCR ENCORE at Wakulla Springs State Park**
 - 1:45: Coach buses will leave directly from the Stadium and go to Wakulla Springs (app. 40-minute bus ride)
 - 2:30 – 5:45 pm: Flexible time (work & play) at Wakulla Springs. We recommend taking a boat tour (note: the tour lasts 30-40 minutes).
 - **Wakulla Springs 101:** Home of the world’s largest and deepest freshwater springs, the sapphire water of Wakulla Springs boasts manatees, alligators and a host of wildlife that can be viewed from a boat or the diving platform. You can swim → bring swim gear! Some trivia: the movies *Tarzan’s Secret Treasure* (1941) and *Creature from the Black Lagoon* (1954) were filmed here! See: <https://www.floridastateparks.org/parks-and-trails/edward-ball-wakulla-springs-state-park>



- **Coffee, Cake, & TCR Delight:** the park’s lodge will welcome you with a coffee & cake buffet as well as with ‘TCR Delight’ (a refreshing signature cocktail 🍹)
- 5:45 pm: Buses depart from Wakulla Springs.
- 6:30 pm: Arrival at FSU’s Azalea Hall.
- **7:30 pm: Dinner in small groups:** Self-coordinated groups for dinner in nearby College Town (or other restaurants if you prefer). We prepared a list of restaurants for your consideration here: <https://tcr.business.fsu.edu/sites/g/files/upcbnu1661/files/Restaurants%20for%20Small%20Group%20Dinners.pdf>

Wednesday, May 22, 2019

- **Breakfast Buffet in Suwannee Dining Room**
- **Check-out (by 3pm) and transportation to Tallahassee airport (per your own schedule)**

Additional Important Information



- **TCR Special Issue with the Journal of Public Policy & Marketing (JPP&M):** We are excited to announce that there will be a Special Issue of JPP&M related to TCR 2019 Conference. Specifically, papers that result from tracks at the 2019 Transformative Consumer Research Conference can be submitted for consideration. Please note that this is a competitive call for submissions and all manuscripts will go through the regular review process at JPP&M. The submission window is September 01 – October 15, 2019. Martin Mende and Maura Scott will have the privilege of serving as guest co-editors for this Special Issue.
- **Electronic Poster Session at Opening Reception:** Based on feedback from the 2017 conference, we are taking a new approach to the poster session. Rather, we asked each track to prepare two power point slides that will be on display during the opening reception on Sunday and again during lunch on Tuesday. These slides present the tracks' key questions, themes, and/or frameworks. There will be no final presentation at this year's conference.
- **Minor shopping needs:** For immediate needs at your arrival, there is a CVS located two blocks (3-4 minute walk) from the Azalea Residence Hall (address: 822 W Pensacola St, Tallahassee, FL 32304).
- **Packing for Weather in Tallahassee, FL in May:** The weather in TLH in May will be (very) warm (highs will be approaching 90 degrees F) and humid. The saying in Northern Florida is "If you don't like the weather, wait 20 minutes and it will change". Therefore, you should expect both sunshine and rain. Therefore, **please bring sunscreen, an umbrella, and a sweater (just in case).**

We wish you safe travels and can't wait to see you at TCR 2019!

Martin & Maura

Supplement → Things to Do in Tallahassee Before the Conference Begins:

- For breakfast, you might consider cafes/restaurants in the nearby “College Town” area (5-7 minute walk): <https://fsucollegetown.net/> or Café Sweetshop, <http://sweetshoplounge.com/> (a 2-minute walk to this café that has been a well-loved part of college life at FSU since 1921).

- If you feel touristy, consider exploring...
 - <http://www.visittallahassee.com/> for general information about the Tallahassee area

 - **The Tallahassee Museum:** this 52-acre museum features living exhibits of native Florida wildlife, nature trails and native gardens. The museum offers insights into North Florida’s natural environment, rich history, and diverse cultural communities. <https://tallahasseeemuseum.org/>
 - **Zipline:** For some added thrill, the museum offers a “Tree to Tree” ziplining adventure!
 - **Night Prowl:** On Saturday (05/18) the museum offers a tour of night life; the guide will point out many nocturnal animals who call the museum home (7 – 8:30 pm).

 - **Museum of Florida History:** this museum is the U.S. state of Florida's history museum, housing exhibits and artifacts covering its history and prehistory. It is located at the R. A. Gray Building, 500 South Bronough Street (5-minutes by car); for more details please see: <http://www.museumoffloridahistory.com/visit/>

 - **Mission San Luis:** this was a Spanish Franciscan mission built in 1633. The 63-acre site, a national historic landmark, is the only reconstructed 17th-century Spanish mission in Florida. History comes alive here through costumed living interpreters, hands-on exhibits, recreated period buildings and archaeological excavations. The address is: 2100 West Tennessee Street, Tallahassee, FL 32304 (5-minutes by car); please see: <https://www.missionsanluis.org/>

 - **Maclay Gardens State Park:** a 1,176-acre Florida State Park, botanical garden and historic site, located in Tallahassee, in northwestern Florida. The address is 3540 Thomasville Road.

 - **Soccer:** attend a game of the brand new "minor league" Tallahassee Soccer Club (TLHSC). Saturday, May 18, 2019 at 7 pm, at 1001 W. St. Augustine Street (very close to Azalea Residence Hall). <http://www.tlhsoccerclub.com/>

 - **Gym:** you can buy a guest pass in the FSU gym for a day, which is \$10 (all you need is a driver’s license or other valid ID). The gym is a 5-minute walk from Azalea Hall. For more information (including the hours of operation), please see <https://campusrec.fsu.edu/fitness/facilities/>